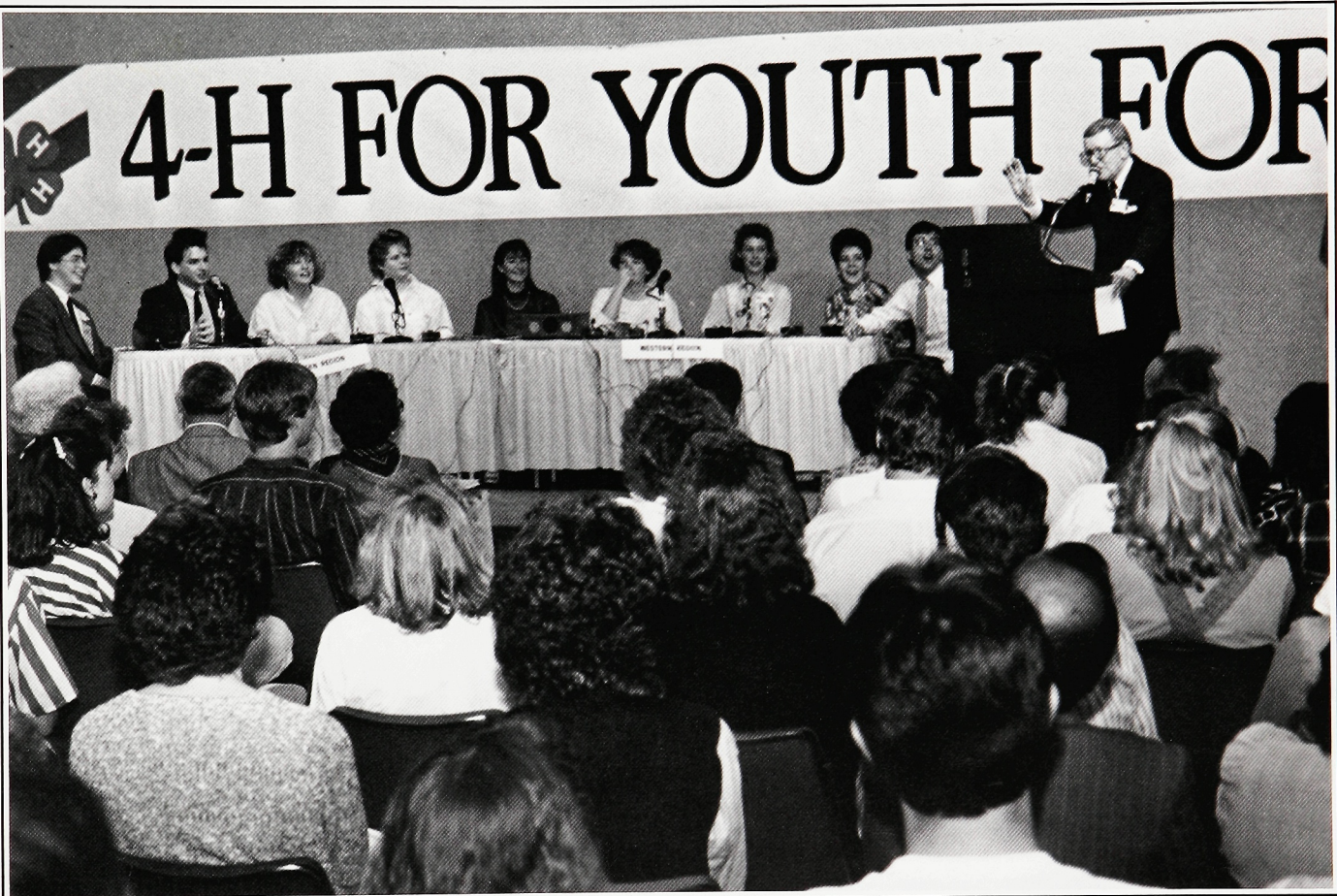


Quarterly



Mac McGarry (r) host of the popular high school quiz show "It's Academic" hosted the first National 4-H Conference Clover Bowl. Participants answered questions about the history of the Constitution, 4-H and of Washington, D.C.

**RJR Nabisco Salutes
4-H Volunteer
Excellence**

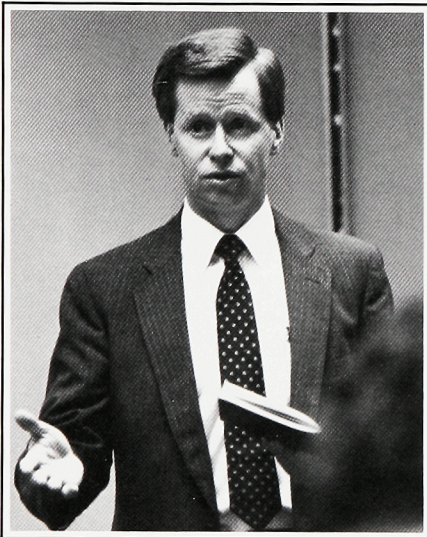
**Kellogg Foundation
Sponsored
4-H Volunteer
Program Ready
for Testing**

**Teens Tackle
Societal Issues
During 4-H
Conference**

**Ford Motor
Company President
calls on 4-H Alumni
for Campaign**

RJR Nabisco Salutes 4-H Volunteer Excellence

To say the word excellence is popular would be an understatement, along the lines of saying the Sears Tower is a tall building. We have searched, defined and have committed to excellence. During the week of March 14, one adult volunteer from each of the 50 states, Puerto Rico and District of Columbia gained personal insight into excellence relating to 4-H volunteer participation. The vehicle for their exploration was Salute to Excellence sponsored by *RJR Nabisco, Inc.*



Burleigh Leonard, director, federal government relations, RJR Nabisco, Inc. explains for participants of the Public Affairs and You workshop how the federal government reacts to the pressures of cutting the budget and expanding services.



*Thomas Morin,
Connecticut*



*Sharon Johnson,
Arkansas*



*Lynn Jasmin,
Nevada*



*Bev Wright,
South Dakota*

Program Goals

Salute to Excellence is a national program highlighting the outstanding contributions of over 600,000 4-H volunteer leaders working with youth in communities across the nation. It is designed to recognize 4-H volunteer leaders and prepare them to accept increased responsibilities within their state 4-H programs.

Participants in Salute to Excellence are charged with developing proposals reflecting the increasing opportunity for volunteers to perform in middle management roles to help the Cooperative Extension Service expand the 4-H program.

Each state is awarded a \$1,000 incentive grant from RJR Nabisco, Inc. to allow the volunteer participants to return home and work strengthening volunteerism in the 4-H program in their state.

During the week participants learned to understand and effectively work with teens, recruit and train other volunteers, influence public officials to bring about changes, build team work among volunteers and 4-H members and use the media effectively to relay the 4-H story.

Participants Perspectives

During Salute to Excellence four volunteer participants kept running journals of their experiences. Their recollections give us an insider's look at this exciting and challenging week. According to Lynn Jasmine, Nevada, being chosen to attend Salute to Excellence was a big boost for her self-esteem. "When I learned that I had been selected for Salute I felt like I was the most important person in the world!" Bev Wright, South Dakota adds, "Oh, what a thrill the day the phone rang and my county Extension home economic agent congratulated me. It is something you think about, never dreaming that you would be the Salute participant."

Thomas Morin, Connecticut says of his trip, "the people that I met, the ideas that were shared and the workshops were terrific. Not only will I be able to help the youth in my state with the RJR Nabisco, Inc. grant, but I'm taking so many good ideas back home with me. The value of the Salute to Excellence trip was increased ten-fold."

According to Morin, Washington, D.C. provided the perfect backdrop for the week

National 4-H Council Quarterly

Quarterly Staff

Larry L. Krug, Executive Editor
Contributing Writers
Marlene J. Forbes
Emerson M. Goodwin
Jean Lamb

National 4-H Council Quarterly is published by National 4-H Council. National 4-H Council is a not-for-profit educational organization that uses private resources to help expand and strengthen 4-H programs. 4-H is the youth education program of the Cooperative Extension Service of the State Land-Grant Universities and the U.S. Department of Agriculture. Programs and educational materials of National 4-H Council are available to all persons regardless of race, color, sex, age, religion, national origin or handicap. Council is an equal opportunity employer.

National 4-H Council Officers:

Chairman, Harold A. Poling, President, Ford Motor Company

Vice Chairmen, L. D. Thomas, President, Amoco Oil Company

Dr. Anne Rideout, Associate Director, Cooperative Extension Service, University of Connecticut

Treasurer, Daniel J. Callahan III, Chairman and Chief Executive Officer, American Security Bank

Secretary, Edward J. Beckwith, Attorney and Partner, Baker & Hostetler

Grant, A. Shrum, President and Chief Executive Officer

Ray Crabbs, Senior Vice President and Chief Operating Officer



7100 Connecticut Avenue
Chevy Chase, Maryland 20815
(301) 961-2800

of education and recognition. "I got a great feeling of patriotism just being in our nation's capital, visiting the Capitol, attending the congressional reception and the numerous educational exhibits that Washington has to offer. What better way to start off the week then by going to a service at the Washington Cathedral, followed by a visit to Arlington National Cemetery and the Tomb of the Unknown Soldier. One of the highlights of the week was the wreath laying ceremony, very impressive, something I will never forget."

Bev Wright, has this to say after attending the first Salute workshop, Working Effectively with People, lead by Dr. Leah Hoopfer, program leader, 4-H Youth, Michigan State University. "What a way to start off the week! Look, you had to be dead to not get something out of this! It, too, set the tone for the week and what a way to go."



Winnie Peele, Extension agent, unit leader, Virginia explores the keys to team building with Salute to Excellence participants.

Kellogg Foundation Sponsored 4-H Volunteer Program Ready for Testing

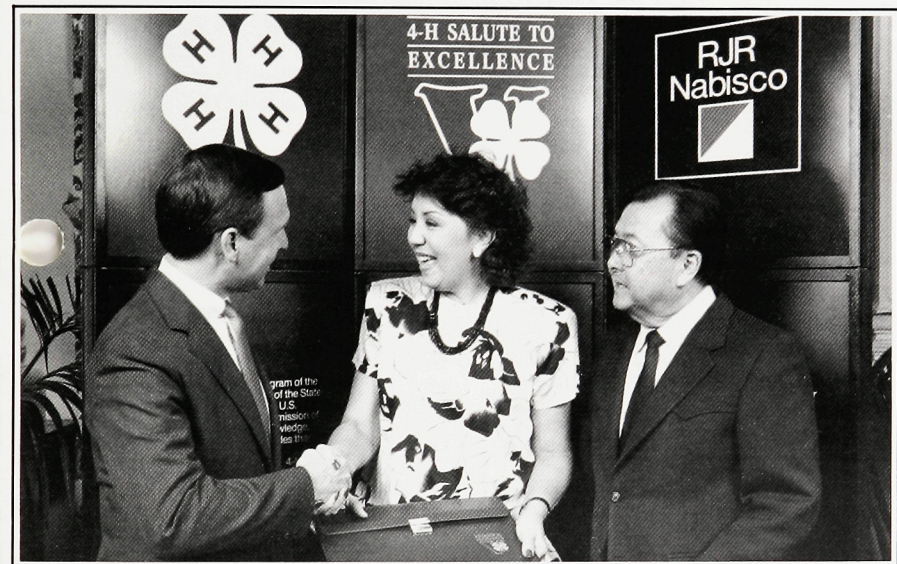
Three conferences have highlighted the results of 12 pilot projects conducted as part of the W. K. Kellogg Foundation sponsored "Volunteers for the Future" program coordinated by National 4-H Council. Four projects each relating to the areas of youth volunteerism, volunteer program management and use of volunteers in 4-H boards, councils and committees have been developed at the state level in 12 states and were shared at these workshops in Arizona, North Carolina and Michigan. Twenty-four additional states will be selected to replicate portions of these pilot project accomplishments during 1988.

Additional Innovative Programs to be Piloted

Three states have been chosen to demonstrate and document innovative ways to involve youth and adult volunteers in new programs. California's Placer County 4-H organization has developed an after school latchkey program which will be managed by a volunteer board of directors and delivered to interested young people and their families in cooperation with the local school system. Wyoming's program "Is Anyone Listening" has involved high school youth as key resources and partners with adult volunteers to develop knowledge and skills to effectively address crisis and stressful situations that face their families and communities. Wisconsin is identifying and developing a volunteer training curriculum based on generic principles of human growth and development which is supported by basic and applied research. These three programs are an integral part of the W. K. Kellogg Foundation sponsored program.

Electronic Communications Planned

As an additional component of the "Volunteers for the Future" program, a grant has been given to 4-H at Iowa State University to develop and test a 4-H Electronic Communications system for nationwide networking that includes the functions of communications, information sharing and consulting. It will identify and demonstrate strategies, techniques, materials and other types of approaches and solutions in using electronic technology as the primary electronic communication medium to address specific problems or needs relating to volunteers.



Donald Haver, vice president, RJR Nabisco, Inc. greets Evelyn Ching, Hawaii and Senator Daniel Inouye at the Congressional reception during Salute to Excellence.

For Sharon Johnston, Arkansas, the pay off of Salute was in the relationships she developed with other participants. "Most of us seem to have the same goal, to make our state 4-H program the very best. That's why we've gotten along so well, together we became a team!"

Salute to Excellence participants met with their senators and representatives at a congressional reception held on Capitol Hill. The highlight of the evening came when Don Stormer, deputy administrator, Extension Service /4-H Youth USDA presented Donald Haver, vice president RJR Nabisco, Inc. with the Partner-in-4-H award. This is the highest award granted by the Cooperative Extension Service to individuals, businesses, associations, foundations, groups, government bodies and other institutions

for exemplary support of the 4-H program. Lynn Jasmine's notes on her visit with her Senator speaks volumes for the value of Salute to Excellence. "My senators and representative could not attend the Congressional Reception on Wednesday evening. However, two of the three called and wrote to me. Right now, I'm on my way to meet personally with my Senator. Frankly, I'm nervous—or, as I tell my son, 'that same feeling can be called excited, too.'"

"Without Salute to Excellence, I probably would never have had this opportunity. Certainly, I would not have initiated this visit myself." Later, Jasmine noted: "I've seen my senator and given him information about 4-H — things he didn't know. I'm sure I made a good impression for myself, RJR Nabisco and 4-H."

4-H Teens Tackle Societal Issues During National 4-H Conference

The statistics are shocking. Ninety-three percent (93%) of all high school students have tried alcoholic beverages by their senior year . . . 80 percent of all Americans will try an illicit drug by their mid-20's . . . 50 percent of all teenagers are sexually active, resulting in four out of five teenage pregnancies out of wedlock.

This is the frightening picture of American society that delegates to the 57th National 4-H Conference want to help change. "We must work to see that drug use is not tolerated in our lives. With use on the rise, we as 4-H'ers must take charge and become involved with others to inform, not condemn, users and abusers alike," the delegate Committee on Drug and Alcohol Abuse stated in its recommendations.

"Children are beginning to drink alcohol at an increasingly earlier age, therefore, they need to be educated at an earlier age. Knowing the dangers of drugs is not enough. Each of us also must act to prevent the sale and use of drugs," the committee report stated.

Faith Hart, a delegate from Ohio believes that parents are the key to solving the problems faced by teenagers. "It is hard for teens to talk to adults because some parents show they don't care in some way. Some may care, but they are too busy with their own lives," said Hart, a collegiate 4-H'er. "Parents



The Kansas delegation to National 4-H Conference announced its funding for a courtyard between McCormick and Firestone Halls. Marilyn Gallee, trustee, Kansas 4-H Foundation presents a check to Grant Shrum, president, National 4-H Council. Kansas delegates (l-r) Regina Thummel, Brenda Highbarger, Dana Hinshaw and Todd Frankenberry join Bob Lindstrom, director, National 4-H Center in the ceremony.

don't realize that kids need help at certain times. They forget what it was like as a teenager and they have a hard time dealing with the changes in society," Hart added.

The committee recommended that 4-H inaugurate a nationwide "Drug Watch" program to help educate the public on the dangers of drug and substance abuse. The program would include more adult training about drug and alcohol abuse and in-

creased exposure for children and youth to self-esteem and self-image improvement activities.

Jill Faldmo of Utah believes that 4-H helps build self-esteem which is an important deterrent to drug and alcohol abuse. "I think many of us stay out of those problems because of our 4-H experiences. I have been goal oriented and because I have reached the goals I have set in 4-H I have self-esteem and self-fulfillment," said Faldmo, one of approximately 60 4-H ambassadors who received special training during the April 12-18 conference.

"I do not have to go out and have the 'thrill' of taking drugs. I am on a high with 4-H instead of with drugs," the 18-year-old Brigham Young University student added.

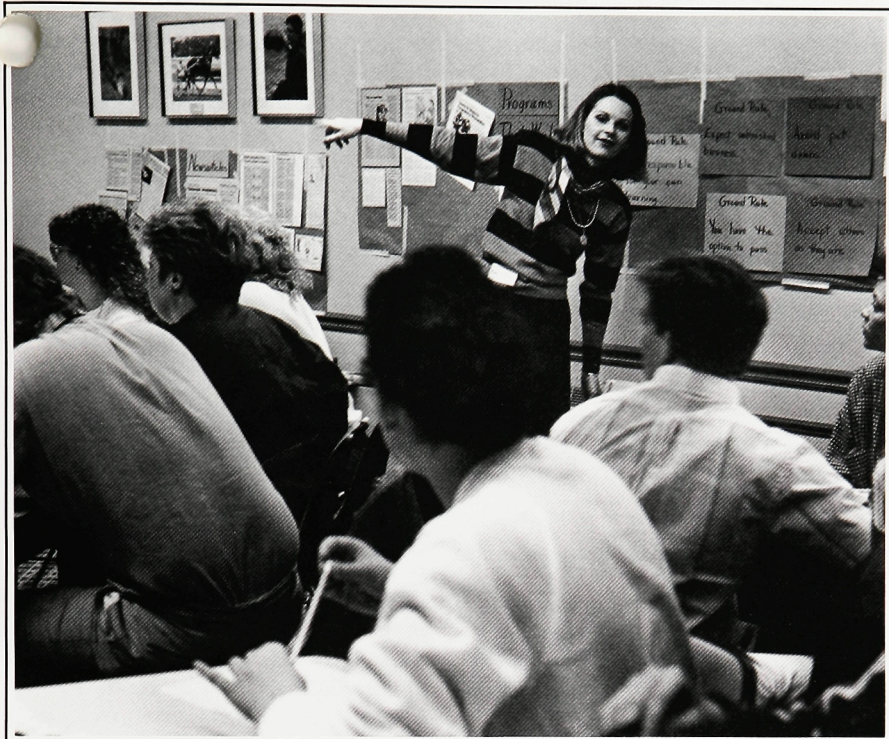
The week-long conference at the National 4-H Center in April was attended by some 325 delegates from 45 states, the Virgin Islands, Puerto Rico and Canada. They represent the 4.5 million youth who are members of 4-H.

National 4-H Conference is an annual program development effort of the Extension Service, USDA and the Cooperative Extension Service of the Land-Grant College and Universities, conducted with the assistance and support of National 4-H Council.

Delegates were divided into 14 consulting groups which focused on such topics as latchkey youth, school dropouts, teen suicide, science and technology, leadership,



Betsy Clarke, C.A.E., executive director, Canada 4-H Council, and the Canadian delegation to National 4-H Conference, display the Canadian flag in the form of a cake presented to the delegation at a reception in their honor.



Doris Hall, Extension 4-H specialist home economics and health, Georgia, assists 4-Hers in making recommendations as part of the consulting group on Human Sexuality.

increasing family economic and emotional stability, nutrition, revitalization of rural America, conservation and management of natural resources, water quality, alternative agriculture opportunities, competitiveness and profitability of American agriculture, substance abuse and teen pregnancy.

The delegate committee on Developing Human Capital: Human Sexuality identified low self-esteem, peer pressure and boredom as three factors which influence teens to become sexually active. "Teen pregnancy is a definite problem in today's society. Through programs emphasizing self-esteem, our goal is to encourage youth to develop confidence to make responsible decisions regarding their sexuality," the committee report stated.

The committee recommended the development and promotion of programs that would be attractive to today's teens. These would include sports-oriented programs, social enrichment activities, peer workshops, "lock-ins" and dances and teen conducted programs. The group recommended the establishment of teen centers that would provide a safe environment for teenagers to visit for educational and entertainment activities.

Conference recreational activities included self-defense and aerobics classes conducted by the *President's Council on Physical Fitness*, an ice cream social, a night at the theater, a talent show, the first annual Clover Bowl, a final banquet, and the

Clover Ball at the New Zealand Embassy.

Delegates visited the *U.S. Department of Agriculture* where Extension Service Administrator Myron Johnsrud talked about the impact that 4-H has on its members. Deputy Agriculture Secretary Peter Meyers stressed the important role played by the more than 600,000 adult volunteers in the 4-H program.

USDA presented the Partner-in-4-H award to the *Wildlife Management Institute* "for providing visibility and to encouraging the strengthening of 4-H natural resources programs nationwide, as well as exemplary national support." Lonnie Williamson, secretary, accepted 4-H's highest award on behalf of his organization which, for the past seven years has hosted a recognition event for recipients of the National 4-H Wildlife and Fisheries Volunteer Leaders Award.

Conference participants spent a day on Capitol Hill visiting members of Congress and federal agencies, then strolled along the Mall stopping at The Smithsonian Institute, the Washington Monument and the National Gallery of Art.

A highlight of the conference was a special ceremony held in honor of the late Challenger astronaut, Lt. Col. Ellison S. Onizuka who carried three 4-H flags with him into space on an earlier mission. One of those flags was raised to fly over the National 4-H Center once before being permanently housed.

4-H . . . "A Spoonful of Medicine"

If Pat Shaffer's dining room table could talk it would share the secrets that her teenage 4-Hers won't tell their own parents. These secrets are safe with Shaffer, an adult volunteer leader whose Delaware home is open every day after school to some 35 young people.

Shaffer, who has been battling cancer for five years and is confined to a wheelchair, says "4-H is the spoonful of medicine I need every day. How else would I have channeled all of this love that I have," asks Shaffer, a volunteer leader for nearly a quarter-century.

Her teens know this love. Shaffer's love has helped a 4-H dropout who got involved with drugs and alcohol. After partying for a month and a half before returning to 4-H the girl said, "I spent a lonely summer without 4-H. I will not do it again." Since then, the 16-year-old has volunteered to assist a handicapped 4-H'er at camp 24 hours a day for a week.

It was this love that made a 14-year-old youth contemplating suicide turn to Shaffer for help. "Teenagers need to know an adult they can trust. It is important not to lose young people as friends," says Shaffer, a former high school teacher.

The kids know they can trust the Shaffers. Her Newcastle County 4-H club, The Highlanders, started meeting at the Shaffer home after the elementary school where they had been meeting burned down. "I have some kids at my house every day. They come to the house after school and sometimes they stay for dinner. I always have extra food in the pot for anyone who might come in," Shaffer explained.

She said the teenagers who congregate at her home sometimes explain that "I just cannot stand my mother for one more day;" or "my father is driving me nuts." What they find out, Shaffer said, is that "I am just like any other mom."

"If I did not come home to a zoo every day I would think I was in the wrong house," Shaffer's husband, Larry, said. "I am totally committed to 4-H. I feel that it is probably the best organization for young people and teens to gain experiences they will use throughout their lives," said Mr. Shaffer, a 4-H volunteer leader for 20 years.

He recently participated in the Salute to Excellence program sponsored by *RJR Nabisco, Inc.*, at National 4-H Center. The week-long program recognizes the achievements of outstanding volunteer leaders

from each state, the District of Columbia and Puerto Rico. Each state receives a \$1,000 incentive grant from the program sponsor to broaden volunteerism in the 4-H program in that state. Shaffer said he will use the grant to train teen leaders and for the 4-H ambassador program in Delaware.

The Highlanders club represents a cross section of American society with black, hispanic, oriental and Irish members. There also is a hearing impaired member. Shaffer said at sensitivity sessions the kids "sit and hold hands and just be quiet. Sometimes the kids have not had a chance to have a quiet time. Sometimes we ask them to reach out and touch someone at the meeting and everybody ends up crying," Shaffer said.

A year ago the club had a meeting at which they complimented one another. "Some of the kids have not had a compliment since the club did that exercise last year," Shaffer said.



Pat Shaffer

The Shaffers agree that there are a lot of rewards involved in working with 4-H. "There are great rewards when you walk into the house and a child has a serious problem and you can help them. You cannot be their mother or father, but you can help them in some way."

Although the couple believes that 4-H should not get into the business of being a social service organization, it can steer young people to help when they need it. The Shaffers said they try to "stay at arms length from parents. We encourage parents to assume supportive roles such as providing transportation to 4-H events and being part of the audience at competitions and contests.

"We communicate through the 4-H'er to the parents. This is a way to keep the lines of communication open between child and parent. We use the parent to get what the child needs," Larry Shaffer explained.

He believes that one of the most important things that young people learn through 4-H is how to be gracious losers. "Anyone can be a winner, but you have to learn to be a good loser. In life you don't always win, you have to have a setback here and there. In 4-H you can never tell what a judge is going to do, but every child has to be a winner occasionally," he added.

Pat Shaffer says, "If my dining room table could talk it would tell parents to communicate with their children, to get involved in their kids' lives, to pay attention

to them. If you are going jogging, take your children with you. Adults need to stop, take ahold of their lives and say 'We really do care if kids are having a lousy day.'"

Shaffer is being nominated for the "Endow the Dream" award from the *W. Clement Stone Foundation* of Illinois. The recipient of the award directs the distribution of a \$100,000 grant from the foundation to the public charity of his or choice. The foundation is dedicated to "making the world a better place" through programs that put positive mental attitudes in action.

4-H Ambassadors Learn How to Call on Donors

"You are the bridge between 4-H and the donor," Walter Doyle, executive vice president of *Wildrick and Miller, Inc.*, told some 60 4-H ambassadors attending the 57th National 4-H Conference in April. "You are the visible product. You are the messenger," said Doyle during a special ambassador training workshop.

The purpose of the ambassador training program was to prepare key delegates to represent and speak effectively on behalf of 4-H at the local and state levels and to prepare them to develop and implement state and/or county 4-H ambassador pro-

grams. The national 4-H ambassador program is sponsored by *Reader's Digest Foundation*, which also supports the Presidential Award for 12 national winners in various 4-H projects who each receive a \$500 scholarship and a silver tray during National 4-H Congress.

Doyle's participation is an example of in-kind assistance that donors can provide in addition to financial support. "I am the intermediary. I work on behalf of the *International Paper Company Foundation* which has sponsored the national 4-H Forestry Awards program for more than 12 years," Doyle explained.

"National 4-H Council works through me to get IP. In a true sense, I am an ambassador between 4-H and the donor," Doyle explained to the group. He cited several reasons why corporations decide to support a specific organization's programs.

"It is good for business to present themselves as responsible corporate citizens in the minds of the public, particularly in the areas where they operate. They want a program that performs and delivers in terms of good public relations," Doyle explained.

It is clear that the ambassadors understand the importance of their mission. Tracey Jones of Charlottesville, Virginia, believes the general public should be made aware of the support donors give to 4-H not only through funding, but helping the



Walter Doyle, (r) executive vice president, Wildrick & Miller, representing the International Paper Company Foundation instructs 4-H ambassadors on the fine points of relaying the 4-H story to donors.



Detroit Free Press Features 4-H

On February 19, 1987, the *Detroit Free Press*—the nation's eighth largest daily newspaper—ran a special eight page section. It was particularly "special" to those associated with 4-H because the entire section was about Michigan 4-H Youth Programs.

A total of 19 feature articles extolled the virtues of 4-H and the benefits of 4-H programs to kids. They were written by Michigan's Governor James Blanchard; Michigan State University President John DiBiaggio; *Ford Motor Company* President and Chairman of National 4-H Council Harold Poling; and by Orville Redenbacher and Bob Evans. In addition to other features by key leaders in the state of Michigan, features were included by two other National 4-H Council trustees, Philip Smith, president, *General Foods Corporation*, and Donald Keough, president, *The Coca-Cola Company*.

How did it happen that a major daily newspaper with circulation of more than 645,000 devoted eight pages to Michigan 4-H programs? Two important factors were involved.

First, luck. Michigan 4-H was fortunate to have Brenda Schneider on their side. Schneider is vice president and director of community relations for *Manufacturers National Bank* in Detroit. As a community service, the bank frees her to edit special sections for *Detroit Free Press* on a regular basis. This was the first time a non-profit youth organization was spotlighted in a section of this kind in the *Free Press*. Here's where the luck comes in.

Schneider is a big supporter and a great advocate of 4-H. (She also happens to be married to 14-year veteran 4-H agent, Tom Schneider!) Once she got one 4-H foot in the door, Mike Tate, Director of 4-H in Michigan, and others made a presentation to about 125 *Detroit Free Press* staff members using a six-projector multi-image slide presentation called "Take a look at us now!" The goal of the presentation was to help the *Free Press* folks see that the Michigan State University's Extension 4-H program is for kids in all areas of Michigan—helping them explore careers, learn to understand and accept themselves and have some fun along the way.

Once the support of the newspaper staff members was garnered, Schneider contacted all the writers featured in the section and asked them to write an article about how they felt about 4-H.

A second factor in the *Detroit Free Press* success story is the continued excellence of 4-H programs in Michigan and across the nation. It's that fine reputation, the testimonials of successful former 4-H'ers and the continued impact 4-H programs make on kids and communities that helps glean the enthusiasm of the right people at the right time. This time the result was a fantastic and invaluable way to increase public awareness of 4-H programs.

Marjorie Merriweather Post Foundation Becomes New 4-H Donor

The *Marjorie Merriweather Post Foundation* of the District of Columbia is a new contributor to The Campaign for 4-H with a grant of \$40,000. The Foundation administers the Hillwood Museum in Washington, D.C., former residence of Mrs. Marjorie Merriweather Post. The Museum houses a collection representative of Mrs. Post's interest in 18th and 19th century art from Russia and France.

Mrs. Post was the daughter of C.W. Post, founder of the cereal and foods company that became one of the *General Foods* companies in the late 1920's. Today, The *General Foods* Fund sponsors the National 4-H Food-Nutrition Awards Program.

The generous grant from The *Marjorie Merriweather Post Foundation* will support the leadership and citizenship development objectives of The Campaign for 4-H, including training programs conducted for 4-H teenagers at the National 4-H Center in Chevy Chase, Maryland.

organization in general. She noted that while in Chicago for the 1986 National 4-H Congress public speaking winners had the opportunity to tour the headquarters of the *UNOCAL Corporation* which sponsors the national 4-H Public Speaking Awards program.

Stressing the importance of their role as intermediaries, Doyle told the group how to prepare for visits to donor companies. He urged them to find out about the company—who they are, where they are located, what they do, the company language and how their employees dress.

"Prior to calling on anyone, read the company's annual report. It will be written in the language of the company. It will set the tone of the company for you and it will tell you what they do," Doyle added.

He told them that when they approach donor companies they should be able to speak the company language, be prepared to answer their questions fully and honestly, know the past history of its relationship with 4-H, their system and customs. "An ambassador rarely negotiates. He represents. You are the bridge between 4-H and the donor," he added.

Other sessions for the 4-H ambassadors focused on public speaking skills, working with the media to tell the 4-H story, an overview of the 4-H and Cooperative Extension System and the Campaign for 4-H.

4-H Volunteers, Alums, and Friends Join the Campaign for 4-H

4-H is reaching out to individuals as part of The Campaign for a 4-H, a nationwide fundraising effort to strengthen 4-H at all levels. Friends and supporters who have donated time and money to 4-H as corporate or foundation sponsors have recommended that the estimated 45 million 4-H alumni — parents, relatives, community and business leaders — whose lives have been touched by 4-H be invited to join in The Campaign for 4-H with gifts of support.

Ford President Broadcasts Appeal to Former 4-H Members

The Chairman of the Board of National 4-H Council, Harold A. Poling, president, *Ford Motor Company*, was featured on two segments of Orion Samuelson's syndicated "U.S. Farm Report," currently reaching into 140 television markets through the *Tribune Entertainment Network*. Mr. Poling, a former 4-H member, spoke of the benefits of 4-H, and urged all alumni to contribute

Many gifts were accompanied by warm messages from Alumni, including the following representative samples:

"Please accept the enclosed. It represents 25 years of benefit for my husband, myself and our grown youngsters. We're proud to have been a part then and now, as I begin my 37th year as a 4-H leader."

"Even though we are senior citizens and city folk, we do have garden spots at home and at the Senior Center, and appreciate young folks continuing to learn about healthy activities."

"4-H is a very valuable source of learning. I can almost always tell the employees who have had 4-H involvement before they go to work."

"Enclosed is a check for each year of 4-H for which members of our family have belonged:

Edmund	9 years
Alice	12 years
Mark	10 years
Larry	10 years
Joe	12 years
Jerry	12 years
Paul	9 years

74 years

We enjoyed and learned each year!"

\$1 to The Campaign for 4-H for each year they were a member. Orion Samuelson was also a former 4-H member. While total results are not yet in, nearly 400 responses have been received from the broadcast, with gifts ranging from \$1 to \$100 each, for a total of nearly \$5,000.



Oklahoma Launches Alliance for 4-H Campaign

In a cooperative effort between National 4-H Council and Extension Service staff and 4-H volunteers, the Oklahoma 4-H Foundation organized a fund-raising campaign in which volunteers solicited individuals on a personal basis for gifts to 4-H. The enthusiasm shown by volunteers asking for money, and by people willing to give, led Oklahoma to continue the campaign in full swing for three weeks after the original cutoff date. The campaign ran through the end of March.

Individuals throughout the state donated about \$50,000 of unrestricted funds to the Alliance during the first weeks of the campaign. More than 800 volunteers in 52 counties worked on this project. As final donations are received, campaign results will be compiled. Contributions will be used to sponsor 4-H scholarships, and trips and awards at the local, state and national levels.

As a result of the publicity generated by the Alliance for 4-H, seven companies donated \$25,000 to Oklahoma 4-H: *Acco Feeds, Burlington Northern Foundation, Kunc Family Farms, Southwestern Bell Telephone Company, The Oklahoma Beef Commission, and the Oklahoma Retail Grocers Association*. In addition, Mrs. Leona Presley donated funds for scholarships for state 4-H winners in animal-related projects.

Lucia Miller O'Conner, state campaign chairman and former Miss Oklahoma, feels the effort was a success. A nine-year 4-H member, O'Conner said, "Everyone's attitude is so positive. I think it's because 4-H gave us all so much, that we all appreciate it and want to give back to the organization."

Oklahoma 4-H staff began planning its Alliance for 4-H early in 1986. An awareness

and information program began in May and led to a public promotion program with support of the Alliance. Volunteer training programs were conducted last summer and fall, and continued through a television training program transmitted statewide via satellite in January.

National 4-H Council developed the Alliance model through a pilot program in the state of Arizona in 1985-1986. Council also provided support for staff and volunteer training, materials, program development and evaluation. Oklahoma plans to continue to expand The Alliance for 4-H in future years.

The Executive Director of the Oklahoma 4-H Foundation summed up the value of the Oklahoma 4-H Alliance: "Even if we don't raise a nickel, we've found people out in the state who haven't been involved in 4-H and got them involved. It's all been worth it in that respect."



Garfield Promotes 4-H

The 1987 4-H promotional program in Indiana received a big boost when arrangements were made to use the cartoon character "Garfield" to add a popular dimension to the campaign. The arrangement with *Paws, Inc.* (owned by Garfield creator Jim Davis, an Indiana 4-H alumnus) provided copyright permission and artwork for three printed items showing a picture of Garfield in some pose with the emblem or other 4-H identification. Use of the 4-H Garfield poster, placemat and sticker has attracted a lot of attention to 4-H in Indiana and increased 4-H visibility to potential members, parents and the media.

4-H Contributes to Farm Success

The need to evaluate the impact of 4-H on people's lives is an important part of planning and of program justification. Evaluating long-term impact is especially relevant to 4-H where one major goal is for youth to acquire knowledge, skills and attitudes that will enable them to become "self-directing, productive members of society."

Through a statewide survey of Kentucky farmers, Richard C. Maurer and Janet L. Bokemeier, both in the Department of Sociology, University of Kentucky, report in the Spring 1987 *Journal of Extension* on one of the first long-term impact studies done relating to a traditional 4-H agricultural program. They wanted to see what extent farmers had been involved in 4-H programs when they were growing up and whether this related to their current farm situations.

The sample was randomly selected from all county lists of farmers receiving benefits from the Agricultural Stabilization and Conservation Service. A total of 2,004 farmers returned questionnaires, for a response rate of 71 percent.

It was found that 27 percent of the current farmers in Kentucky were 4-H members as youth, with an average of 4½ years membership. When asked to evaluate their 4-H experience, nine out of every ten former 4-H'ers rated their experience as worthwhile. In comparing farmers with and without 4-H experience, former 4-H

members tended to be younger, with an average age of 43 years compared to 52 years for non-4-H'ers. (Because age and length of farming are related to farm success and innovativeness, they controlled these factors by examining 4-H'ers in four age categories.)

POSITIVE RESULTS. The study shows that farmers who were 4-H members have higher educations, higher farm sales, higher farm incomes, and are more likely to use innovative farm techniques than farmers who weren't members. The characteristics of the farmers with 4-H backgrounds are consistent with the long-range goals of the 4-H program.

Maurer and Bokemeier add that in addition to the positive differences in farm characteristics, productivity and practice adoption, it is important to note that the farmers themselves give 4-H credit for contributing to their current farm operations reinforcing the conclusion that long-term benefits of 4-H do exist. Obviously, society as well as individual farmers share in such benefits.

Although these are positive results, this study only begins to examine long-term benefits of 4-H. Many more studies are needed to answer questions about how it influences people throughout their lives and to what extent adult characteristics can be attributed to it.



The first of many thank you's. Gary Deverman, (l) senior development office, National 4-H Council and Dr. Dalton Proctor, assistant director Extension State 4-H Leader, North Carolina, receiving first check from Varnell Moore, president, Wrangler Brand for their multi-year commitment to the National 4-H Beef Awards Program through the Campaign For 4-H.

In The News

The Spring issue of FARM FAMILY AMERICA, produced by the *Cyanamid Agricultural Division, American Cyanamid Company*, contains a full two-page spread featuring 4-H alumna **Reba McEntire** endorsing the 4-H program.

A long-time supporter of 4-H and member of National 4-H Council's Advisory Committee, **Charles Dana Bennett**, passed away in February at the age of 84. Bennett, with his wife, Edith, helped found *National Farm-City Week, Agricultural Relations Council, the Farm Film Foundation, the Foundation for American Agriculture, and the Agricultural Hall of Fame.*

Almost 500 lay leaders representing the Land-Grant Universities across the country stayed at the National 4-H Center while attending their annual seminar in March.

Sponsored by *National Association of State Universities and Land-Grant Colleges*, the seminar brings these volunteer leaders to the nation's capital to better acquaint them with the federal budget process and the organization and programs of the Land-Grant/U.S. Department of Agriculture partnership.

Howard Baker, Jr., President Reagan's new chief of staff, was a 4-H'er while growing up in Scott County, Tennessee, with projects in gardening and public speaking. As a 1974 national 4-H alumni winner, Baker stated "I know that 4-H influenced my career direction. One of my first experiences of competing and winning was the 4-H public speaking contest and this contributed to my decision to enter the law profession and later politics."

Congratulations are in order for other 4-H alumni who are new members of the 100th Congress — **Senator Bob Graham**, Florida; **Congressman Jon Kyl**, Arizona; **Congressman Wally Herger**, California; **Congressman Ben Nighthorse Campbell**, Colorado; **Congressman H. Martin Lancaster**, North Carolina; **Congressman Donald (Buz) Lukens**, Ohio; **Congressman Joel Hefley**, Colorado; **Congressman Bill Grant**, Florida; **Congressman Richard Baker**, Louisiana; **Congressman Clyde Holloway**, Louisiana.

Charlie Poynter, 18, Greencastle, Indiana, national 4-H swine awards winner, represented 4-H at the *American Pork Congress* in Indianapolis in March. The trip was sponsored by the *Agricultural Division of Pfizer Inc.*

The National Society of Fund Raising Executives (NSFRE) has presented their third prestigious Chairman's Award, reserved for those special people who make an unusual and distinct contribution to the fund-raising profession, to **Charles A. Johnson**, vice president for development of **Lilly Endowment** in Indianapolis.

4-H Briefs

Incentive Patches Offered in Vision Program

New recognition patches are being made available as incentives for participants in the 4-H vision education program funded by the *American Optometric Association* and its *Auxiliary*. The awarding of patches at the local level is designed to inspire 4-H youth to broaden their commitment to vision education.

The AOA-sponsored program promotes the development of good personal eye health habits, promotes careers in the vision care health professions and improves vision education in 4-H families and their communities.

Kellogg Funds Special Volunteer Training

A unique program designed by *Youth For Understanding International Exchange* to strengthen skills of YFU's volunteers, as well as its volunteer management structure, will be made available to other volunteer organizations, thanks to a grant from the *W. K. Kellogg Foundation*.

Working with Youth for Understanding, five other youth organizations, including National 4-H Council, have agreed to systematically and collaboratively examine



Grant Shrum, (l) president, National 4-H Council, accepts a contribution to the 4-H Educational Fund from Douglas T. Smalls, manager, public affairs, United Parcel Service.

the potential for using the project materials in their own volunteer structures.

States Gear Up For Using "Blue Sky" Series

Statewide training sessions are taking place across the country in preparations for using the new 4-H space technology series, "Blue Sky Below My Feet," produced by *Extension Service, USDA*; *Arthur Young International*, and *National 4-H Council*, in

cooperation with NASA.

Several states are exploring cooperative opportunities with the *Young Astronauts Council*. Other states are working with the *U.S. Space Foundation*, with NASA, space contractors and some resident astronauts as part of their training programs. Oklahoma and Arkansas used space technology to kick off their training for "Blue Sky," conducting training sessions by satellite teleconference.

National Leader Forums Set

To develop the 4-H volunteer leadership which is needed for the 1990's, National 4-H volunteer leader forums are taking on a new look. Several forums will be held throughout the country to decrease travel costs for volunteers and to open up new program resource opportunities. Locations for this year's forums are Minneapolis, Reno, Dallas/Ft. Worth, Orlando, as well as the National 4-H Center in Chevy Chase, Maryland. Forum objectives include discussion of current national trends and research for the various subject areas, creating volunteer awareness of future career possibilities for 4-H youth, and helping the volunteers to develop an action plan which they will implement upon their return home. *Campbell Soup Company* sponsors the nutrition leader forum which includes a visit by the volunteers to Campbell's headquarters in Camden, New Jersey. Donor opportunities are available for the following forums: expressive arts, livestock/horse, natural resources, communications, and mobilizing volunteers.



4-H'ers representing 34 states convened in Chicago for the 36th Annual Commodity Marketing Symposium sponsored by the Chicago Board of Trade. Participants learned the intricacies of how the Chicago Board of Trade operates and how agricultural commodities are priced and marketed.

1987 Private Support for 4-H Programs

The following companies, foundations, associations and friends of 4-H have committed support for specific 4-H programs through National 4-H Council for 1987. This listing of private support for 4-H is summarized from the February 1987 issue of the "4-H Digest." The more detailed listing of private support may be obtained by requesting a copy of the February Digest from Program Services, National 4-H Council, 7100 Connecticut Avenue, Chevy Chase, Maryland 20815 (301) 961-2800.

National 4-H Awards Program

Achievement

Ford Motor Company Fund

Agricultural

Case IH
Purina Mills, Inc.

Alumni

Beatrice/Hunt-Wesson
Orville Redenbacher's
Gourmet Popping Corn

Beef

Wrangler Brand

Bicycle

National 4-H Council
Education Fund

Bread

Fleishmann's Yeast Inc.

Citizenship

The Coca-Cola Foundation

Clipping

Coats & Clark Inc.

Conservation of Natural Resources

Deere & Company

Consumer Education

National 4-H Council
Education Fund

Dairy

American Cyanamid Company
Land O'Lakes, Inc.

Dairy Foods

Carnation Company

Dog Care and Training

Purina Dog Foods Group,
Ralston Purina Company

Electric Energy

Westinghouse Electric Corporation

Entomology

Mobay Corporation
Agricultural Chemicals Division

Fashion Revue

Simplicity Pattern Co. Inc.
Viking White Sewing Machine Company

Food-Nutrition

The General Foods Fund, Inc.

Food Preservation

Kerr Glass Manufacturing Corporation

Forestry

International Paper Company Foundation

Gardening and Horticulture

Chevron Chemical Company
Ortho Consumer Products Division

Health

Kraft, Inc.

Home Environment

National 4-H Council Education Fund

Home Management

National 4-H Council
Education Fund

Horse

American Quarter Horse Association

Leadership

The Firestone Trust Fund, a charitable trust
of the Firestone Tire and Rubber Company

Petroleum Power

Amoco Foundations, Inc.

Photography

Eastman Kodak Company

Plant and Soil Science

National 4-H Council
Education Fund

Presidential Award

Reader's Digest Foundation

Public Speaking

Unocal Corporation

Safety

General Motors Foundation, Inc.

Sheep

American Hampshire Sheep Association;
American Oxford Sheep Association; American
Sheep Producers Council, Inc.; Columbia
Sheep Breeders' Association of America;
National Suffolk Sheep Association.

Swine

Pfizer, Inc.
National Pork Producers Council
and cooperating State Pork
Producers Association

Veterinary Science

The Upjohn Company

Wildlife and Fisheries

Jeep Corporation
National Wildlife Federation

Wood Science

Friends of Kenneth H. Anderson

National/Regional Scholarship Offerings

Agriculture Career Awareness Scholarships to 1862 & 1890 Land-Grant Institutions

E.I. du Pont de Nemours and Company

Agricultural Careers Scholarship

DEKALB Corporation

Animal Science Scholarship

Continental Grain Company
Wayne Feed Division

Dairy Goat Project Scholarships

American Dairy Goat Association
Computer Systems, Inc.
Dairy Goat Journal
Faith Printing Co.
Liberty Press, Inc.

Fashion Careers Scholarship

Tobe-Coburn School for Fashion Careers

Food Careers Scholarships

Webster Industries, Inc.

Rabbit Project Scholarships

The American Rabbit Breeders Association, Inc.

4-H Veterinary Medicine Scholarships

Champion Valley Farms, Inc.

Gertrude L. Warren Career Scholarships

Gertrude L. Warren Scholarship Fund

Educational Awards and Scholarships

Sante Fe Railway and Gulf Central
Pipeline Company

Scholarships

Chicago and North Western
Transportation Company

College Scholarships

Edwin T. Meredith Foundation

National/Regional Conferences and Events

National 4-H Conference

Friends of National 4-H Council

Commodity Marketing Symposium

The Chicago Board of Trade

National 4-H Forestry Invitational

International Paper Company Foundation

National 4-H Engineering Events

Amoco Foundation, Inc.
The Firestone Trust Fund
Motorola, Inc.
Schwinn Bicycle Company
Toro Company

Annual 4-H Dairy Conference

Sponsorship arrangements to be confirmed.

National 4-H Dairy Judging Contest

American Breeders Service
Elgin/M.Z. Berger & Company

National Safety Congress

General Motors Foundation, Inc.
3M

1987 National 4-H Horse Events

Absorbine, W.F. Young, Inc.
American Paint Horse Association
National Show Horse Registry, Inc.
American Quarter Horse Association
American Saddlebred Horse Association
Colorado Ranger Horse Assn., Inc.
Coppinger & Affiliates/Majestic
Marketing Assoc.
Half-Quarter Horse Registry of America
Harness Horse Youth Foundation
International Arabian Horse Association
Merck & Company, Inc.
Tennessee Walking Horse Breeders' &
Exhibitors' Association
The American Morgan Horse Institute
The Half Saddlebred Registry of America
United Professional Horsemen's
Association, Inc.

National Livestock Judging Contest

Elanco Products Company
A Division of Eli Lilly and Company
Elgin/M.Z. Berger & Company

National 4-H Poultry and Egg Conference

Hubbard Farms Charitable Foundation
Elgin/M.Z. Berger & Company

National 4-H Congress

Donors listed under awards and scholarship
programs plus the following supporters of
special events.

American Income Life Insurance Company
Case IH
Chicago Hilton and Towers
The Coca-Cola Foundation
The Colson Company
Eastman Kodak Company
The Farm Credit System
The Firestone Trust Fund
Fleischmann's Yeast Inc.
Ford Motor Company Fund, Inc.
International Paper Company Foundation
National Food and Energy Council
Nationwide Insurance Company
J.C. Penney Company, Inc.

The President's Council on Physical Fitness
& Sports

Ralston Purina Company
Purina Dog Foods Group
Sears Roebuck and Co., Inc.
Simplicity Pattern Co. Inc.
Sony Video Communications
Viking White Sewing Machine Company

Bread America

Fleischmann's Yeast Inc.

4-H and Handicapped Youth Initiatives

Dr. Scholl Foundation

National 4-H Ambassadors

Reader's Digest Foundation

National 4-H Photo Exhibition

Eastman Kodak Company

Shooting Sports Workshops

Amateur Trapshooting Association
Archery Manufacturers Organization
Beretta U.S.A. Corp.
Boone and Crockett Club
Browning
Bushnell, Division of Bausch & Lomb
Crosman Airguns
Daisy Manufacturing Company
Dixie Gun Works, Inc.
Federal Cartridge Corporation
FFV Norma, Inc.
Goex, Inc.
Hercules
Hodgdon Powder Co., Inc.
J.W. Hornady Memorial Trust Fund
Lansky Sharpeners
Mayville Engineering Company, Inc.
Michaels of Oregon Co.
National Shooting Sports Foundation
National Wild Turkey Foundation
Ox-Yoke Originals, Inc.
Pachmayr Gun Works, Inc.
Penguin Industries, Inc.
Reinhart Fajen, Incorporated
Remington Arms Company, Inc.
Sloans Sporting Goods Co., Inc.

Tandy Leather Co.
The Izaak Walton League of America
(Incorporated)
The Marlin Firearms Co.
The Ruffed Grouse Society
Thompson/Center Arms
Trapshooting Hall of Fame, Inc.
Trius Products, Inc.
U.S. Repeating Arms Company
VENCO Industries, Inc.
Weatherby, Inc.
Winchester Group, Olin Corporation

Vision Education

American Optometric Association

Wildlife and Fisheries

Fish and Wildlife Service,
U.S. Department of Interior

Youth for America

Colgate-Palmolive Company

Educational Materials

Bread

Fleishmann's Yeast Inc.

Food - Nutrition

The General Foods Fund, Inc.

Meat Science

National Live Stock and Meat Board

Photography

Eastman Kodak Company

Plant and Soil Science

Pioneer Hi-Bred International, Inc.

Veterinary Science

The Upjohn Company

**Teen Leadership Citizenship and
International Education**

Citizenship-Washington Focus American Heritage

Conference Citizenship-World Focus

Citizenship and Leadership Education

American Speech-Language-Hearing Association
The Auxiliary to the American Optometric
Association

Colgate Youth for America Program
Dorothy Emerson Commemorative Fund
Beatrice/Hunt-Wesson
Orville Redenbacher's Gourmet Popping Corn
Bethesda-Chevy Chase Rotary Club
Farmland Industries, Inc.
Illinois 4-H Foundation, Inc.
Norman C. Mindrum
4-H Education Fund
Sterling Drug, Inc.

Profiles for Tomorrow

Monsanto Fund

Volunteer Leadership Development

National 4-H Volunteer Leader Forums

Woman's National Farm and Garden
Association, Inc.

Nutrition

Campbell Soup Company

Salute to Excellence

RJR Nabisco, Inc.

Regional Leader Forums

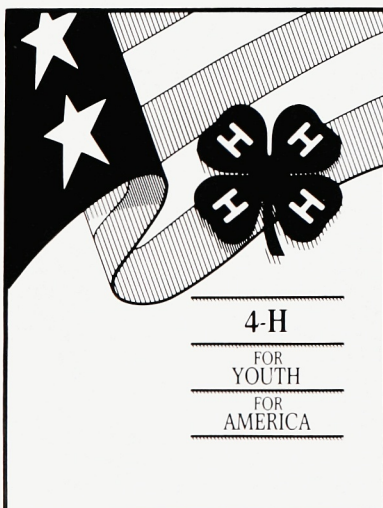
J.C. Penney Company, Inc.

Volunteers for the Future

W.K. Kellogg Foundation

International Programs

Exxon Corporation
Ford Motor Company Fund
The Gerber Companies Foundation
Kellogg Company
Occidental Petroleum Corporation
Philip Morris Companies Inc.
Monsanto Company
U.S. Information Agency
W.K. Kellogg Foundation



National 4-H Council
7100 Connecticut Avenue
Chevy Chase, Maryland 20815

BULK RATE
U.S. POSTAGE
PAID
ERIE, PA
PERMIT NO. 199